

State of California—Health and Human Services Agency
Department of Health Services




California
Department of
Health Services
SANDRA SHEWRY
Director

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Governor

November 27, 2006

TO: FAMILY PACT PROVIDERS

SUBJECT: FAMILY PACT (Planning, Access, Care, and Treatment)
PROGRAM LETTER 06-05: Announcing "Reaching Out For
Success: Family PACT Provider Guide To Effective Outreach"

The Office of Family Planning (OFP) is pleased to announce the release of a new resource entitled "Reaching Out For Success: Family PACT Provider Guide To Effective Outreach." Based on telephone interviews with both Family PACT and TeenSMART Outreach providers, the guide summarizes creative and successful strategies used by providers to reach potential clients. It highlights the real-life experiences of providers implementing these strategies in their communities and presents issues to consider when developing outreach plans. Included are suggestions for:

- Using the media to get the word out about family planning services
- Making your clinic more accessible to clients
- Overcoming geographic barriers and community resistance
- Recruiting clients through direct outreach and referrals from other organizations

OFP would like to thank the providers who participated in this survey and shared their experiences with outreach in their communities. OFP presents this guide to support Family PACT providers in implementing new outreach approaches and enhancing existing ones. By reaching out to special populations such as adolescents, males and women in underserved areas, each provider is helping to meet the goals and objectives of the Program's Federal 1115 Medicaid Demonstration Waiver. Please share this letter and the enclosed guide with all staff involved with services to Family PACT Program clients.

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Copies of the guide can be downloaded from the Family PACT Web site at www.familypact.org, on the "Provider Resource" page, under the "Providers" menu. You may contact MaeRetha Franklin at (916) 650-0414 or email fampact@dhs.ca.gov with any questions or comments regarding this report.

Sincerely,


Laurie Weaver, Chief
Office of Family Planning